

City of Blue Lake Strategic Plan

2013-2018

Economic Development

Community Services

Public Safety

Parks and Recreation

Infrastructure

City of Blue Lake Mission:

We are a small, historic, family friendly town with an enhanced quality of life and engaged community located in a natural setting that provides us with recreational, as well as, economic opportunities. The City serves a diverse community of residents, businesses and visitors with a knowledgeable, dedicated, responsive staff under the leadership and support of the City Council. The Council listens to the citizens, acts responsibly and seeks innovative and creative solutions to best meet the challenges before them. Guided by fairness, honesty, integrity and transparency, the City Council and City Staff are responsive to the needs of the community. In doing so, the City of Blue Lake helps insure that we are a thriving, vibrant, healthy community.

Approved by the Blue Lake City Council 10/30/12

City of Blue Lake Strategic Plan

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Economic Development

PRIORITIES:

- ✓ PROMOTE BLUE LAKE'S IMAGE/VIRTUE AS A DESTINATION FOR BOTH BUSINESSES AND VISITORS/CONSUMERS
- ✓ EXPAND BUSINESS IN THE INDUSTRIAL/BUSINESS PARK
- ✓ IMPROVE COMMUNICATION AND UNDERSTANDING OF THE BUSINESS COMMUNITY WITH CITIZENS AND CITY
- ✓ ADDRESS DOWNTOWN PARKING RESTRICTIONS AND PARKING PLAN

2013 –

2ND QUARTER (10/1/12 to 12/31/12)

- Review existing ordinances and parking plan and implement revised program for downtown parking

3RD QUARTER (1/1/13 to 3/31/13)

- Utilize marketing resources

4TH QUARTER (4/1/13 to 6/30/13)

- Hold “open house” in Business Park facilitated by City
- Utilize industrial land use goals and policies where appropriate

2014 –

2ND QUARTER (10/1/13 to 12/31/13)

- Implement a plan for the City Council business liaison
- Hold study session(s) with business owners

4TH QUARTER (4/1/14 to 6/30/14)

- Make effort to attract businesses that are compatible with the community
- Develop a marketing plan
- Develop a brochure about Business Park and downtown areas

2015 –

3RD QUARTER (1/1/15 to 3/31/15)

- Upgrade infrastructure for undeveloped parcels through grants and other resources

2016 –

3RD QUARTER (1/1/16 to 3/31/16)

- Change the name to *Blue Lake Business Park* and create new signage
- Make additions and changes to the website to promote Blue Lake image and qualities for both businesses and consumers as a destination

Community Services

PRIORITIES:

- ✓ STREAMLINE APPLICATION PROCESSES FOR CITIZENS
- ✓ FURTHER DEVELOP SYSTEMS FOR CITY SERVICES AND CITY DEPARTMENTS
- ✓ MAINTAIN AND DEVELOP CITY/COMMUNITY WEBSITE

2013 –

3rd QUARTER (1/1/13 to 3/31/13)

- Institute direct deposit for employee paychecks (at appropriate time)

2014 –

1st QUARTER (7/1/13 to 9/30/13)

- Create standardized method of reporting and sharing information between City Council and Commissions, and in turn the community

2ND QUARTER (10/1/13 to 12/31/13)

- Investigate funding opportunities for web development
- Train staff for on-going maintenance of

city/community website

3rd QUARTER (1/1/14 to 3/31/14)

- Create and advertise clear explanation of complaint procedures and processes for residents
- Investigate and recommend to the voters a revenue source for General Fund capital items and replacements
- Teambuilding exercises for City Council and City Manager
- Local-based Council training – public engagement / conflict resolution

- Make Council packets available on website

4th QUARTER (4/1/14 to 6/30/14)

- Make information packages, applications and processes (licenses, permitting, planning and zoning) easier to understand
- Utilize the city/community website to aid navigation of information and applications processes for citizens



Community Services continued...

2016 –

2ND QUARTER (10/1/15 to 12/31/15)

- Better utilize the website as a resource of information for citizens:
 - Licensing/Permit Zoning/Planning
 - Accessible documents- Applications, Ordinances, Engineering Plans, Agendas, Minutes
- Use to increase citizen participation
- Create systems of better access to city documents (ordinances, emergency plan, resolutions, etc.)

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Public Safety

PRIORITIES:

- ✓ DEVELOP AND IMPLEMENT EMERGENCY PLANNING
- ✓ ACHIEVE BETTER COMMUNICATION ABOUT PUBLIC SAFETY IN BLUE LAKE
- ✓ IMPROVE INFRASTRUCTURE SAFETY

2013 –

2ND QUARTER (10/1/12 to 12/31/12)

- Institute yearly update of Emergency Plan
- Provide community access to Emergency Plan
- Invite key collaborators in Blue Lake public safety to regularly share info with City Council and Community
- Educate community about how to access Humboldt County Sheriff's Office and other public safety services

3RD QUARTER (1/1/13 to 3/31/13)

- Assessment of safety needs of City owned properties

- Promote public safety training opportunities for the community (CERT, SCOP, Neighborhood Watch)
- Institute annual public meeting for citizens to provide input about Humboldt County Sheriff's Office services
- Yearly meeting with community about emergency planning

2014 –

2ND QUARTER (10/1/13 to 12/31/13)

- Invite key collaborators to share information with City Council and community (CERT, Sheriff's Office, Public Safety Commission, County
- Maintain all access

roads and alleyways for emergency vehicles

4TH QUARTER (4/1/14 to 6/30/14)

- Create assessment of ADA compliance for all City facilities (indoors and out)

2015 –

2ND QUARTER (10/1/14 to 12/31/15)

- Secure MOU's with stakeholders

2016 –

3RD QUARTER (1/1/16 to 3/31/16)

- Evaluate the use of and complete requirements for CDBG funds for ADA improvements



Public Safety continued...

2016 –

2nd QUARTER (10/1/15 to 12/31/15)

- Identify special needs populations in the community

2017–

2nd QUARTER (10/1/16 to 12/31/16)

- Identify and select critical positions and people to fill emergency positions

4th QUARTER (4/1/17 – 6/30/17)

- Improve general safety of city owned properties (business park, trails, corp yard, etc.)

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Parks and Recreation

PRIORITIES:

- ✓ SECURE AND SUSTAIN FUNDING
- ✓ PROVIDE ON-GOING CARE AND SUSTAINABILITY OF ALL FACILITIES
- ✓ IMPROVE COMMUNICATION

2013 –

3rd QUARTER (1/1/13 to 3/31/13)

- Improve outgoing communication to local residents about what is happening through Parks and Recreation
- Develop stronger relationship with residents regarding Park and Recreation program and issues

2014 –

1st QUARTER (7/1/13 to 9/30/13)

- Improve upkeep and maintenance of trails
- Add materials to trail base/surface for accessibility and safety

3rd QUARTER (1/1/14 to 3/31/14)

2015 –

2nd QUARTER (10/1/14 to 12/31/14)

- Complete ADA upgrades

3rd QUARTER (1/1/15 to 3/31/15)

- Secure funding for upgrades, maintenance and improvements
- Secure funding for staff to support maintenance, programs and site growth
- Develop dedicated revenue source for sustainability
- Resolve issues with operating and capital needs coming from

same revenue source

2016 –

3rd QUARTER (1/1/16 to 3/31/16)

- Complete repairs and improve maintenance/upkeep of Perigot Park

4th QUARTER (4/1/16 to 6/30/16)

- Park upgrades – Phase I completed (Finish carpeting Prasch Hall, Paint inside Prasch Hall, remodel kitchen)

2018 –

4th QUARTER (4/1/18 to 6/30/18)

- Complete park upgrades – Phase II (Paint exterior Prasch Hall)

Note: in 2020, Phase III, Install new gym floor, to be completed

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Infrastructure

PRIORITIES:

- ✓ DEVELOP A RATE STRUCTURE FOR DOMESTIC, COMMERCIAL AND INDUSTRIAL USERS THAT PROVIDES A LONG TERM PLAN THAT INSURES WATER QUALITY AND INCLUDES RESERVES FOR OPERATIONAL AND CAPITAL NEEDS
- ✓ PURSUE “GOING GREEN” PROJECTS WHEN THE OPPORTUNITIES ARE AVAILABLE
- ✓ ADDRESS TRAFFIC CIRCULATION, SIDEWALK PLANNING, TRAIL AND BIKE NETWORKING TOWARD THE GOAL OF LESS RELIANCE ON FOSSIL FUELS
- ✓ ASSURE LEVEE PROTECTION

2013 –

3rd QUARTER (1/1/13 to 3/31/13)

- Communicate to citizens issues surrounding levee and flood mitigation
- Incorporate current ADA requirements into all infrastructure improvements
- Conduct a study that encompasses a water rate for all users. Hold public meetings to inform residents and businesses

2014 –

1st QUARTER (7/1/13 to 9/30/14)

- Review draft of flood insurance rate map and

advise residents of its findings

- Create structural evaluation of levee for flood mapping and safety
- Maintain vegetation clearance of levee
- Clarify levee ownership and responsibility for repairs, costs, mandated studies, etc.
- Conduct a study that focuses on sewer study rate for residents, businesses and industrial users

2ND QUARTER (10/1/13 to 12/31/13)

Hold public meetings to inform residents and business users of sewer study findings

2015 –

1st QUARTER (7/1/14 to 9/30/14)

- Implement terms of River Watch Settlement
- Blue Lake Planning Commission zoning and land use regulations updated
- Research and partner with City’s affiliations and JPAs for grant opportunities
- Research and partner with county, state and federal agencies that offer grants for green projects



Infrastructure continued...

2015 –

2nd QUARTER (10/1/14 to 12/31/14)

- Conduct study for City-wide circulation plan (sidewalks, trails, paths, bike lanes, roads)

4th QUARTER (4/11/15 to 6/30/15)

- Utilize \$134,000 Sustainable Energy Grant

- Create a long term capital needs plan for reserves and operational needs (water)
- Create a long term capital needs plan for reserves and operational needs (sewer)

2016 –

1st QUARTER (7/1/15 to 9/30/15)

- Secure grants for road, sidewalks, trails & transit system expansion

4th QUARTER (4/30/16 to 6/30/16)

- Expand and extend bus service